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No summer slumps in newspaper audience, Irvin, 7-18:26
Public service basic in any plan, Irvin, 10-3:52
Resort, vacationland special spurs, 7-18:18
Salt Lake City ski, 11-14:32
"Smaze" over the Miami moon, Irvin, 11-28:44
Success stories worth broadsides treatment, Irvin, 9-12:62
Sunpapers, dog steals show in, 12-5:14
Talent shows prove good reader gimmick, Irvin, 8-1:28
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Testimonial letters make good booklet, Irvin, 7-4:39
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Western clinic set for Reno, 8-22:46
What's cookin' in Kansas? Irvin, 8-15:40
Wool Bureau issues fall retail, 7-18:18
Zoo rides and circus - life of the community, Irvin, 7-25:42
Providence (R.I.) Journal-Bulletin, "Blockbuster" farm report, 12-12:65
Providence (R.I.) Sunday Journal Fashion section, 9-12:69
Publicity:
Code urged to insure fair trial, 8-29:43
Men's wear retailers get pointers, 8-22:24
Mustn't replace ads, 8-29:15
Wastage in, 7-18:56
Public relations:
Ads on spot (editorial), 7-25:34
Bowes, Frederick, heads Society, 11-28:26
Extended anti-pollution program urged, 10-31:30
Press faults told at Enquirer staff meeting, 11-28:55
Survey shows copy effectiveness, 10-31:15
Pullian, Eugene C., Indiana society pays homage to, Brandenburg, 12-19:14
Pyle, Ernie, tribute to, 10-10:13
Quill and Scroll:
Aids Newspaper Week, 7-4:16
Scholarships, 7-4:34
Quinton, Ralph V., joins Huber Ink, 8-8:57
Quirk, James T., TV Guide publisher, 10-24:30
Racial unity, facts can aid, 12-12:49
Radio and television:
Applicants may use newspaper ads, 7-4:10
Ask camera booths in U.S. courts, 11-7:53
Beaumont TV application granted, 7-25:55
CBS authorized to test color TV, 8-8:66
CBS shows color, 10-10:42
Cleveland UHF station is fifth, 12-12:48
Code board starts checkup of ad excesses, 9-19:15
Color comes in January, Walker, 12-26:36
Color TV from tape, Walker, 12-5:40
Color TV or ROP, merchant pitch all set, Walker, 10-24:38
Comics read on TV in promotion, 8-1:42
Dealers find dailies most effective, 10-24:22
Denver station uses Post's pictures, 11-28:8
Druggists rate TV ahead of newspapers, 7-25:16
For UHF headaches: Small fee, big signal, Walker, 8-15:38
Free radio-TV logs dropped in Oklahoma City, 10-3:52
Hannibal (Mo.) TV approved, 7-4:10
Increases demand for press coverage, 12-12:49
Mobile radio improves reporting techniques, Reidy, 9-26:38
NBC boosts papers as medium, 9-12:64
NBC research says TV builds product loyalty, 7-18:38
Networks announce executive changes, 8-1:42
Radio and Television: *(cont'd.)*
Newscasters advised to boot out unethical, 10-31:40
"Newspaper of Air" on Sunday afternoon, 9-26:38; (editorial), 9-26:34
Newspaper reading gains in "Videotown," 9-12:46
Newspaper stations give boost to, 12-19:38
Newspaper success no obstacle for TV, Walker, 7-18:38
New York Times cuts radio staff, 8-29:36
Paper owners favored in Ft. Wayne, 10-31:59
Pittsburgh reading not diminished by TV, 8-15:57
Plug from radio (editorial), 9-19:34
Publisher picks discs, reporters hunt them, 11-14:48
Radio business picking up, Walker, 8-22:38
Radio news checkup, 7-4:33
RCA offers system for color TV, 7-4:33
Secret deals in, 10-10:42
Sports editing question no pipe dream now, Walker, 7-11:50
Sports play in TV blackout increases sales, 10-31:60
Station income equal to daily's in 1951, 12-12:30
Stations offer services to advertisers, 9-5:15
Stations uprate news in program fare, 9-19:58
Tape-recorded pictures are in view, 11-7:64
Tomorrow's stories today, Bern's radio fare, 11-28:38
TV grantees new to broadcasting, 7-25:44
TV salute (editorial), 10-3:40
TV survey (editorial), 12-12:38
Videotown (editorial), 9-12:40
WIND transfer approved, 10-24:59
Randolph, Woodruff:
Appeal for support made, 10-24:64
In Atlantic City pact, 7-25:7
Loses on higher defense levy, 10-3:10
Seeks reelection, 12-26:51
Ray, Edgar, in San Antonio post, 10-17:70
Rayville (La.) Record, new weekly, 7-25:44
Readability formulas given working over, Bentel, 10-17:52
Recorder helps reporter, 10-10:50
Red Berlin, Singer, 11-28:7
Reece, Carroll, attacks Ad Council, 8-8:15
Rees, Robert T., with ad agency, 9-19:15
Reese, Harry B., 50 years with Knight Newspapers, 10-24:59
Reid Fellowship grants, 11-21:53
Relief rolls (editorial), 7-25:34
Religion:
Ad Council opens drive, McIntyre, 10-31:15
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Urged in public schools, 9-12:14
Reporters:
Barnette, K. A., wins reform in Indiana, 9-26:48

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"Chalk talk" concludes execution, Colwel, 12-26:8
Children saved by, 8-1:10
Defined by C.E. of old school, 11-28:28
Fifth Amendment plea viewed as misconduct, 12-19:7
Formosa reporter in U.S., 11-7:60
Help quads get a father, 11-7:48
Hollywood wakes up (editorial), 8-1:30
Inspires Korean Memorial Service, 8-29:38
Interne in Congress, 7-4:47
Japan and Iran send, to U.S. dailies, 11-7:60
Longhand chore for, at Ike's party, 10-3:10
McCormick, Ken, weeks of checking frees innocent man, 12-12:63
Movie censor body to admit, 12-5:57
Must be proud of their work, 8-1:12
Nabs suspect in bride's death in S.F., 7-18:9
Object to "Fair Trial" code, 9-5:36
O'Grady, Thomas V., gets Korea citation, 9-26:53
Police beat, Erwin, 10-24:45
Reform at old army camp, 10-31:14
Routine police check yields kidnap break, 10-17:10
Silent in Red probe is discharged, 7-18:8
Straying, face army discipline, 8-15:10
Treat reporters as gentlemen - Cohn, 12-5:53
Volcano gives Alaska corps real workout, 7-18:9
Representatives:
Cresmer & Woodward, 7-11:14
Dennett and Associates, 7-18:16
Doyle and Hawley, 9-5:15
General Advertising Service, Inc., 7-25:46
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Moloney, Regan and Schmitt, 9-26:52
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Readership of ads data cited, 7-4:24
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Story, Brooks & Finley, Inc., 7-11:72
Taylor, C.F., elected in Detroit, 10-31:30
West-Holliday Co., 7-25:26
Whaley-Cahill Company, 11-28:16
Research:
Audit shows press out distances TV, Watson, 12-12:48
Marketing, Philadelphia reps get views on, 10-10:20
Media center at Syracuse Univ., 10-31:46
Must weigh emotional action, Dichter, 9-5:12
Revelle, Charles, value in broker contacts, Brandenburg, 9-12:26
Rhee, Syngman, to build press in Korea, 12-26:55
Rice, George T., U.P. manager in Indonesia, 8-1:15
Rice, Grantland, advice to youth, 11-28:48
Richardson, Burton T., editor of Toronto Telegram, 7-11:70
Richmond Press Club, 9-26:59
Ridder, Herman H., discloses linage jump, Watson, 9-26:16
Ridder, Joseph B., cited by President Quirino, 9-19:42
Ridgewood (N.J.) Herald-News, special town sections, 8-8:14
Rienzi, William J., general ad manager on S. F. Chronicle, 11-7:10
Riesel, Victor, tracking down news in Rome, Stogel, 8-22:50
Riverhead (L. I.) News-Review, 90 pages in weekly, 9-19:55
Riverside (Calif.) Press and Enterprise:
Fall section, 10-10:60
"Get Acquainted" edition, 7-11:20
75th birthday, 7-11:68
Robb, Inez, Scripps-Howard gets column, 10-24:8
Roberts, Roy A., paid tribute on AP service, 12-5:54
Robertson, Ralph C., to Geyer, 8-22:24
Roche, M. J., heads Lever Bros. department, 8-8:67
Rochester (N.Y.) Democrat and Chronicle, Progress edition, 7-4:16
Rochester Photo Conference, Erwin, 9-19:9, 9-26:9; (editorial), 10-3:40
Rochester School of Printing, enrollment, 10-10:54
Rockford (Ill.) Morning Star, plans employe security, 7-25:46
Rock Island (Ill.) Argus:
Bombing clues sought, 7-18:8
Bombs explode, 7-11:68
ITU members arrested in bombing plots, 8-1:10
ITU members bound over to jury, 8-22:14
ITU men, teamsters charged with bombing, 8-8:9
Rockwell, Guy Thornton, posthumous advice on business publicity, 8-15:56
Romania, bids newsmen "come again," Cyrus, 8-15:12
Rome (Ga.) News Tribune, wins Georgia honors, 7-11:70
Roosevelt, Eleanor, asks press aid for U.S. abroad, 9-19:52
Rose, Billy, resumes column, Knoll, 8-15:52
Rose, John L., to manage Furrough's publicity, 9-26:20
Rose, Louis H., writes memoirs, 8-8:40
Roseville (Calif.) Press-Tribune now published daily, 11-28:50
Roundsley, Nelson S., promoted in broadcast setup, 8-1:42
Royal Canadian Air Force alters attitude after second crash, 8-22:10
Russell, Fred, acclaimed at Nashville fete, 9-12:8
Russia:
Asked to aid newsmen, 8-8:7
News runs easier in Moscow, Erwin, 8-8:8
Ryan, William, to Moscow for AP, 9-19:57
Safety patrol provides news tip service, 10-24:30
St. Augustine (Fla.) Record, executive promotions, 10-10:10
St. Joseph (Mo.) News-Press, one Saturday edition for, 8-15:10
St. Louis Globe-Democrat:
Benesch, Aaron, new M.E., 9-19:59
Elected to RNF membership, 9-26:15
City pound inquiry, 9-19:55
Traffic safety drive, 7-25:54
St. Louis (Mo.) Post-Dispatch, 75th anniversary, 12-12:66
St. Petersburg (Fla.) Times, "cold type" department set up, 9-19:28
Salinas Californian, newspapering magic marks annual rodeo, Watson, 8-1:18
San Antonio (Tex.) Express, city editors named, 11-28:13
Sanctity of courts (editorial), 7-25:34
Sanderson, Harvey D., heads Syracuse U. PR staff, 8-22:36
San Francisco Call-Bulletin, After-Game Edition on schedule, 12-5:13
San Francisco Examiner:
Opens photo museum, 12-5:60
Three-dimension pages in, 8-15:42
San Jose (Calif.) Mercury and News:
'Copter drops balls of money on "sale" crowd, 8-22:30
Sunday edition to expand, 9-5:34
Santa Barbara (Calif.) News-Press, 6th College Edition, 9-26:59
Santa Cruz (Calif.) Sentinel-News, ad linage booms, Watson, 11-14:15
Santa Monica (Calif.) Outlook, staff changes, 10-24:53
Savage, Roger, elected by Philadelphia reps, 12-12:22
Sawyer, J. H., Jr., returns from Europe, 8-22:22
Scarborough, J. F., joins S-B-K firm, 10-31:18
Schachte, Henry, joins Sherman and Marquette, 9-5:20
Schleet, Fred C., G. M. on Natchez Times, 9-26:59
Schmitt, Max F., named Wool Bureau president, 11-28:16
Schurz, Franklin D., sees more stereo work for color, 11-28:42
Science or sensation (editorial), 9-5:30
Science writers, open campaign of interest, 10-31:54
Scott, Janet, silent in Red probe is discharged, 7-18:8
Scripps, E. W.:
Day at Penny Press, 11-7:10
Family album snapshots, 11-7:11
Seattle (Wash.) Times:
Centennial edition, 11-28:59
Guild requests facts if weak, 8-15:10
History series used in book, 9-19:42
Industrial edition is planned operation, Marple, 12-5:47

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Strike ends (editorial), 10-24:34
Suspends after Guild walk out, 7-25:7, 8-1:11
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Seither, Richard C., earns law degree, 7-4:52
Seltzer, Harry K., joins O & O, 10-17:24
Seltzer, Louis B., home town holds, 8-1:15
Serrill, Theodore A., honored, 8-15:42
Sestero, Nat, gets award, 12-5:53
Sevareid, Eric, asks 3-D approach in reporting, 10-31:40
Seward, William R., awarded Rice Fellowship, 8-15:54
Shanley, Bernard M., administers new information code, Butler, 11-14:11
Shannon, George W., editor of Shreveport Journal, 7-18:44
Shapiro, Henry, leaves Moscow for rest, 10-17:10
Shaw, Mabel S., acquires Webster City daily, 9-5:14
Shea, John J., reelected by Wood Corporation, 11-28:14
Sheboygan (Wis.) Daily Press:
Centennial edition, 8-22:54
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Sheehan, Bill, feted, 11-14:65
Shelby County (Ill.) Leader, quits, 10-17:64
Shelbyville (Ill.) Democrat-News, expands to 5 days, 9-26:26
Shideler, Paul, feted, 10-31:47
Shopping centers:
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Advertising policy questions are posed, McIntyre, 11-21:11
Architect defines, 12-5:15
Catch "bit of hell" from Weiss, McIntyre, 11-21:20
"Downtown" still vital despite, McIntyre, 12-5:15
Effect on "Main Street" loyalty, McIntyre, 11-28:15
No need for "Main Street" brawl - Moffett, McIntyre, 12-12:14
Seen as "speculative bubble," McIntyre, 12-19:16
Sponsored features, Brandenburg, 11-14:14
Shop talk at thirty, Brown:
Considine, Bob, "genuine miracle," 7-18:56
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Shor, George G., retires, 12-26:15
Shreveport (La.) Journal and Times join in production, 7-4:8
Shull, Karl J., art editor on Denver Post, 11-7:57
Sidney (O.) Daily News:
9-column format, 7-18:8
Readers' recipes printed in section, 12-5:63
Sifton Newspapers, reorganized, 12-5:14
Sigma Delta Chi:
Brown, Robert U., elected president, Meenes, 11-21:9
Chicago Chapter elects, 12-19:54
Convention, 34th, Meenes, 11-21:9
Davies, Lawrence, heads Northern Calif. Chapter, 11-28:38
Milwaukee Chapter elects, 12-5:30
National freedom clinics sponsor, 11-14:7
Northeastern Ohio Chapter elects, 9-26:49
Panels feature convention, 11-21:60
Pyle honored at Indiana U., 9-19:46
Signode Steel Strapping Co., opens Weirton plant, 11-14:68
Silin, James A., goes to Dowd, 12-12:24
Silurians:
Award, 11-7:44
Watch-dog committee, 10-17:56
Silva, Alfredo, held for trial in Chile, 8-29:38
Skidmore, Howard, PR ad chief of C&O, 11-28:26
Sklar, Boris, Russian editor seized, 10-3:50
Sleeper, Howard, elected by Middle-Atlantic group, 11-7:53
Slocum, Richard W., cites "solid facts" in media selling, 11-21:63
Smiley, David E., record praised in TV hearing, 12-5:62
Smith, Douglas L., joins RHD&O, 9-19:20
Smith, Paul C., president of Crowell-Collier, 12-26:51
Smith, Stanford, joins ANPA staff, 7-11:9
Smith, W. L., M. E. at Brownsville Herald, 11-28:11
Snarr, Glen, promoted in Salt Lake City, 9-5:11
Snyder, Charles E., to retire, 7-25:46
Solberg, A. H., named Morrill sales manager, 12-12:52
Southam Company buys interest in Kitchener, Ont., 8-1:13
South Bend (Ind.) Tribune, host to Italian group, 10-10:46
Southbridge (Mass.) Evening News, helps artist sell paintings, 10-3:11
Spencer, Lynn, honored in Los Angeles, 9-26:59
Spencer Sunday Times, starts in Iowa, 10-24:53
Sports:
Brooklyn Eagle repeats Series headline fun, 10-10:11
Cliches (editorial), 11-7:34
Editing question no pipe dream now, Walker, 7-11:50
Give All-Star grid game heavy coverage, 8-22:58
Leahy, Frank, directs team by TV, 10-31:11
Martin's plate collision best WS action picture, Collings, 10-10:11
Press box has color of its own at series, Robinson, 10-3:13
Tabloid section to Little Leaguers, 8-15:28
Turkin, Hy, hits bonanza in Series quiz, 10-24:56
Wagner, Lynn, qualifies as expert, 8-29:14
Writer banned by Hornsby, 7-4:12
Standard News Association, quits, 9-5:52
Stassen, Harold E., places trust in press, 11-21:57
State House (Mass.) service began by accident, Young, 7-11:64
Staten Island (N.Y.) Advance, Community Chest guide sponsored, 10-10:44
Stayman, Robert F., learning to fly, 10-10:8
Steele, Jack, joins S-H staff, 10-31:8
Steiger, Andrew, returns from Russia, 8-22:12
Stevens, Daniel L., honored, 7-11:53
Stewart, Russ, hits back at "gloom boys," 9-26:14
Streibert, Theodore, to head U. S. Information Agency, 8-8:46
Strike insurance (editorial), 9-19:34
Strikes, see Labor
Sturgis (Mich.) Journal, aids C of C reorganization, 11-21:30
Success recipe, Patterson, 7-18:11
Sulzberger, Arthur Hays, Young's story of Reds denied by, 10-3:70
Summerfield, Arthur:
Inland speaker, 9-5:14
Publishers' help asked by, Brandenburg, 10-10:9
Surveys and studies:
A & P study proves ads win patrons, 12-12:13
AMA discloses marketing research ills, 9-5:20
Appleton Consumer Study issued, 8-22:20
Boston panel finds value in retail surveys, 11-7:20

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Brand loyalty lacking for soluble coffee, 8-22:16
Canadian Consumer Survey, 8-29:16, 12-5:14
Chain growth in California, 12-12:47
Cigarette consumption in U. S., 12-5:24
Circulation trends, Brandenburg, 7-4:7
Citizens Council post office study, 9-5:34
Consumer analysis, new markets for, 10-24:26
Do-It-Yourself, started by manufacturing group, 8-15:18
Effectiveness of PR copy shown, 10-31:15
Flow of the news, IPI, (editorial), 12-19:34
Housing and income study for N.Y.C., 10-3:54
ICMA reveals scholarship growth, 12-19:40
Illinois Consumer Survey, 7-11:70
Mail sub rates too low, Brandenburg, 9-12:14
Men do food shopping, 11-7:26
More orders if ads precede call, 7-11:72
Movie interest high, 12-19:22
NAEA conducting shopping survey, 9-26:24
Postal study (editorial), 11-7:34
Reader, new technique builds returns in, 9-5:10
Retail glove ads found wanting, 8-8:26
Retail survey value discussed, 10-24:57
Salinas Californian TV (editorial), 12-12:38
TTSusers cite cost-saving, 9-12:9
Susanville (Calif.) Lassen Advocate, "plan perspiration" builds, Watson, 9-5:9
Suydam, Henry, joins State Department, 10-3:71
Swain, Charles, scholarship honors, 7-18:36
Swanson, Neil H., not open to university job, 10-31:48
Syndicates:
Beckley, Paul, weekly column of arts, Wallis, 11-14:52
Capitol Syndicate offers humor from abroad, Knoll, 9-12:68
Cartoon quiz inspired by air shows, Wallis, 10-10:46
Chicago artists offer new gag panels, 7-4:40
Chicago Sun-Times offers adventure comics, Knoll, 7-18:42
Directory, 7-25 (Section 2), (editorial), 7-25:34
Editorial page breeze in satirical cartoons, Wallis, 10-31:44
Emerson, Faye, to write TV column, 8-8:64
Features added and dropped in year, Knoll, 7-11:61
Financial reporting seen easier job, Wallis, 11-7:44

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Five-Star Features has first offering, Wallis, 12-12:46
Gallagher, Wes, change only constant for, Wallis, 10-3:46
General Features offers woodworking patterns, Knoll, 9-5:42
Hardale handles sales for Saturday Review, Knoll, 8-22:50
Herald Tribune science strip, Knoll, 8-1:43
Homecoming for "Gasoline Alley" folks, Wallis, 9-26:40
Keller's mountain man to become daily strip, Wallis, 10-17:48
Kidnaping strips dropped in St. Louis, 10-17:68
Line up comics with education, 10-3:46
McPride, Mary Margaret, to write AP column, Knoll, 8-29:46
Mirror Enterprises offers mental health column, 9-19:52
Monarch dissolves ONA, Wallis, 11-28:42
NANA has new service, Wallis, 11-28:42
New gag panel is gay little girl, Wallis, 12-26:40
Post-Hall offers sea adventure comic, Knoll, 8-8:58
Press Features to offer light verse, 7-25:50
Proof of real Santa; letters from Iglooville, Wallis, 11-21:42
Rose, Billy, resumes column, 8-15:52
Russell, Bruce, has "Daily Double," Wallis, 10-24:42
Son starts syndicate with mother as writer, Wallis, 12-5:46
Strip uses humor of commonplace, Wallis, 12-19:42
Weeklies sign for comic section, Knoll, 8-15:52
Syracuse (N.Y.) Herald-Journal, underwrites Rowing Regatta, 12-5:54
Syracuse (N.Y.) Post-Standard:
Dewey lauds, 9-26:12
125th year program, 9-12:64
Staff changes, 9-19:59
Taft, Robert A.:
Editors debate keeping illness secret, 9-5:10
Memorial Cancer Fund, 8-8:14, 8-22:50
Tampa (Fla.) Record, mailing permit lost, "legal" ads printed, 9-19:30
Tampa (Fla.) Times:
Aids Hi-C color ad, 8-22:15
Reporter sails to South Pacific, 11-21:57
Tass:
Admitted to Canadian Press Gallery, 9-12:10
Bureau chief goes back to Russia, 7-11:8
Tatarian, Roger, heads U.P. staff in Europe, 7-25:37
Taxes:
Business tax on paper studied by N. J. court, 10-31:58
Extra proof charges, 9-12:61
Lasser, J. K., savings plan for advertising, 7-4:16

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License (editorial), 11-28:34
Lower in view, 10-3:60
Supreme Court declines appeal on newspaper tax, 10-17:7
Telephone, opposed, 8-15:56
Taylor, Floyd, memorialized in API room, 11-21:8
Taylor, W. D., Weekend's ad chief, 12-12:20
Teletype setting:
Brewer keyboard designed for, 9-12:54
Increased printer jobs - Lindsay, 11-7:56
Multiple tape use cuts makeup time, 8-8:51
Newspapers now using, 9-12:54
Teleprinter handles 150 words a minute, 10-17:69
Users cite cost-saving, 9-12:9
Television, see Radio and television
Teto, William H., story in Boston daily, 12-5:59
Thanksgiving heritage, 11-21:7
Thieriot, Peter M., heads Chronicle circulation, 8-15:14
Thomas, Eugene S., with Omaha TV station, 9-12:8
Thomson, Roy H., buys Scotsman newspapers, 9-5:8
Thomson, Vernon W., denies ruling set off censorship, 7-11:11
Thomson Newspapers:
Charlottetown daily added, 12-12:68
Converting weekly to daily, 8-29:50
Thornburg, Dick, Cincinnati Post editor, 9-19:59
Thornton, Dan, to address Republican editors, 9-26:56
Tidings of joy (editorial), 12-26:32
Tobin, Richard L., directs HT public affairs, 9-26:59
Toledo (O.) Blade:
In "Operation Writer's Cramp," 12-12:46
Pakistan newsman on, 12-12:60
Paris bureau opened, 10-17:58
Top news stories of year, 12-26:13
Tornado coverage:
Flint Journal, 4-7:13
Papers lead relief efforts, 7-11:9
Worcester Telegram and Gazette, 8-8:42
Toronto (Ont.) Star Weekly, ups roto ad rates, 12-12:24
Toronto (Ont.) Telegram:
Ontario development in, 7-18:16
Special tabloid, 7-4:40
Townsend, Dallas, Jr., TV news chief, 9-5:44
Training:
Class gets workout on Tallahassee Democrat, 8-22:30
News writing clinic at Chapel Hill, 8-22:54
Program (editorial), 11-14:44
Typography course at Oklahoma A-M, 8-8:57
Trinidad (Colo.) Light, ceases publication, 12-12:67
Troy (Ala.) Messenger:
Court house edition has sense of humor, 11-21:54
60th anniversary, 11-7:44

Truesdale, W. J., promoted in Greenville, 8-1:24
Truman, Harry S.:
Boosts Moody plan, 9-12:70
Gets all news at the source, 12-5:12
Tucker, Harold M., Jr., joins Erwin, Wasey & Co., 9-5:48
Tulsa (Okla.) Daily World:
Letter case, 12-5:57, (editorial), 12-5:36
Medical forums, 7-18:26
Turina, George, honored by Corvalis' (Ore.) Gazette-Times, 8-8:9
Tyler, Charles A., estate valued, 11-28:14
Underwood, Bruce, heads Houston J-school, 7-4:38
Unemployment pay (editorial), 8-8:38
Unions, see Labor
United Nations:
Argentina signs Correction Pact, 7-4:26
Assembly asks info question priority, 12-5:62
Efforts revived on information codes, Teltsch, 11-14:12
Korea debate coverage, 8-22:11
Lodge promises PR will improve, Chapman, 11-14:12
Lopez info report shelved, 7-11:11
Study asks pool newscast to small states, 7-18:13
United Press:
Corrects critics of Irish agency tieup, 11-14:70
Facsimile set will work on photo circuit, 10-3:68
Moves to large Dallas office, 7-25:54
Tatarian, Roger, heads European staff, 7-25:37
Williams, Norman W., named photo editor in Asia, 9-5:10
United States Information Agency:
Federal liaison with foreign newsmen, Erwin, 8-22:52
Jobs slashed in, 9-5:10
Papers participate in guaranty, 10-24:41
Posts hard to fill, 10-3:68
Univac aids in timing of ads, 9-12:16
Utica (N.Y.) Press, promotions, 8-15:49
Vaccaro, Ernest B., heads NPC, 12-12:42
Vail, Martin W., joins Ridder-Johns, 9-26:20
Valenti, Francis L., stop censors with canons, 9-5:7
Van Buren, W. R., heads firm at Newport News, 12-5:59
Vancouver (Wash.) Columbian and Sun, 104-page special, 8-8:9
Vancouver (B.C.) Sun and Province:
Health forums, 10-3:58
Plans expansion, 12-26:14
Variety stores, small sales jump in 1952, 7-25:18
Vermillion, Robert, named Asia news editor, 11-21:57
Vicksburg (Miss.) Post and Herald, staffers rescue their own, work on tornado, 12-12:61
Virginia Press Club, 10-31:54
Voigt, Charles O., buys Orange (Calif.) Daily News, 9-19:60
Walker, Richard, joins Katz publications staff, 12-19:18
Wall, Joseph P., joins Ridder-Johns, 10-31:30
Wallace, Lawrence A., heads CNPA labor office, 11-14:58
Wall Street Journal, 5-day schedule for, 7-11:12
Walsh, James B., honored in Scranton, 9-5:13
Walters, Basil L.:
Dissolves ASNE committee, 8-22:53
Foreign news needs more umph, 8-8:13
Hits Central Press Authority idea, 8-29:51
Refers strike questions to ASNE, 12-12:9
Wandering rim men, Boris, 11-28:14
Ward, Arch, give All-Star grid game heavy coverage, 8-22:58
Washington and Lee University, colonial papers presented to, 7-4:37
Washington (D.C.) Daily News, flames in masthead, 9-5:42
Washington (D.C.) Post:
Brand survey issued, 10-24:26
Editors spurn probe, 8-22:9
Fast color pictures in, 9-12:8
Machinery replacement plan, 8-8:57
Profit sharing plan on, 12-26:14
Shoots football game in color, Collings, 10-24:30
Washington (D.C.) Times-Herald:
Ad pickle-scented, 7-11:20
Executive changes, 8-8:46
Waterbury (Conn.) American, playground page, 8-15:47
Watkins, Forest, foreman at Scranton Times, 7-11:57
Waukegan (Ill.) News-Sun, prints despite bombing, 11-28:58
Wax, Melvin, heads New England AP, 9-26:52
Wayne County (Ill.) Record, twice a week, 7-4:35
Waynesboro (Pa.) Record Herald, changes in ad department, 8-22:16
Weather, newspapers asked to talk down, 9-19:24
Webendorfer, J. F., responsible for new ATF factory, 10-10:54
Weber, Ray:
At Georgia parley, 10-17:15
Newspaper still potent medium, 10-31:28
Wechsler, James A., compromise report on case, 8-15:8
Weller, George, swims Bosporus, 10-10:10
Wells, Linton, in brokerage, 10-31:64
Wenatchee (Wash.) Daily World, appears Sundays, 8-29:50
Werner, Charles G., in library, 10-10:34
West, Kenneth B., hits game law secrecy, 10-31:49
Westchester Newspapers executive positions filled, 10-10:65
Western Newspaper Union:
Branches sold to managers, 8-8:57
Cleveland branch sold, 7-4:40
Consent decree ends anti-trust suit, 8-22:8
White, William S., writing Taft biography, 8-22:10
Wicker, Vern, still digs up news, 11-21:57
Wiley, Louis, recalled in library bulletin, 11-28:48
Williams, Eugene F., editor in San Diego, 11-21:56
Williams, George H., manager of Illinois group, 7-4:14
Williams, Harrison A., elected to Congress, 11-7:8
Williams, J. F., to direct Melbourne Herald, 11-21:58
Williams, Norman W., U. P. photo editor in Asia, 9-5:10
Williams, Walter:
Attacks chipping of ad budgets, 7-4:17
Promotion essential, 12-12:24
Williams, Mrs. Walter, honored by Missouri Press Women, 10-10:34
Wills, Richard H., president of Controllers, 10-31:63
Wilson, Frank, retires from Census Bureau, 10-31:10
Wilson, Preston A., leaves PNPA, 8-15:47
Winchell, Walter:
New boss, 11-28:13
Paul Revere II in PM, 7-11:10
Questions asked about Wechsler, 9-26:40
Under quiz in Wechsler case, 9-12:68
Winona (Minn.) Republican-Herald, rescued in flood, 8-8:11
Winston-Salem Journal and Sentinel, City report published in, 9-5:9
Wolsey, Heber, named to school job, 9-5:11
Wood, James A., named Coast publisher, 11-14:58
Wood, John F., manager of Willows Daily Journal, 7-4:10
Wood pulp:
Aerial war waged against budworm, Erwin, 7-25:13
New Zealand plans huge industry, 8-8:44
Woodstock (N.Y.) gets two new weeklies, 11-28:50
Wrablica, Paul, paints drab picture of ads, 10-31:60
Wray, John Edward, honored, 7-18:42
Wright Brothers flight, one Dayton daily led with, 12-12:65
Yakima (Wash.) Herald and Republic:
50-year flashback, 10-24:52
Personnel program, 8-8:34
Youle, Clint, "Weather eye" on friendly weekly, Brandenburg, 11-28:10
Zoned news provided for Long Beach communities, 11-21:55